

SUPPLEMENT EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

MANUFACTURER	MONTH	Y-T-D
=====	=====	=====
Philip Morris, Inc.	0	1,060,082
R. J. Reynolds	0	35,785
Brown & Williamson	0	564,449
P. Lorillard	0	1,334
 TOTAL	 0	 1,661,650

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SUPPLEMENT EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B+H+M	0		1,060,082	
B+H L	0		0	
B+H	0		0	
B+H UL	0		0	
B+H M	0		0	
				1,060,082
B+H MUL	0		0	
		0		0
BASIC	0		0	
		0		0
DAVE'S	0		0	
DAVES + L	0		0	
		0		0
MARLBORO	0		0	
MARLBORO + L	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT+UL+ULTIMA	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	0		1,060,082	

2070231697

SUPPLEMENT EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL L	0		35,785	
		0		35,785
CAROLINA GOLD	0		0	
		0		0
ECLIPSE+M	0		0	
		0		0
SALEM	0		0	
SALEM P100+100L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON SEL L	0		0	
		0		0
TOTAL	0		35,785	

2070231698

SUPPLEMENT EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CARLTON	0		0	
		0		0
GPC+L+M	0		198,666	
GPC MEDIUM	0		221,579	
		0		420,245
MISTY SLIMS L	0		72,850	
MISTY SLIMS ML	0		71,354	
		0		144,204
TOTAL	0		564,449	

2070231699

SUPPLEMENT EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
KENT INTERNAT'L	0		0	
		0		0
MAVERICK SP	0		0	
		0		0
NEWPORT	0		1,334	
		0		1,334
OLD GOLD	0		0	
		0		0
STYLE100L+100ML	0		0	
		0		0
TOTAL	0		1,334	

2070231700

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	232,451	5,495,752
R. J. Reynolds	1,963,159	8,090,642
Brown & Williamson	90,704	1,473,111
P. Lorillard	1,134	1,134
Other	99,021	508,059
TOTAL	2,386,469	15,568,698

2070231701

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		66,232	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		1,022,829	
		0		1,089,061
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	223,872		3,215,847	
MARLBORO L	0		134,434	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		223,872		3,350,281
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	4,865		100,659	
PARLIAMENT ML	0		28,048	
		4,865		128,707
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		10,348	
V SLIMS L	3,714		917,355	
		3,714		927,703
TOTAL	232,451		5,495,752	

2070231702

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	292,392		2,567,858	
CAMEL ML	44,612		94,266	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	10,911		150,171	
		347,915		2,812,295
KAMEL RED	53,549		733,577	
CAMEL WIDES	0		0	
KAMEL RED+L	47,108		392,728	
KAMEL RED L	14,654		142,899	
KAMEL MENTHE	46,998		777,460	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		106,562	
CAMEL+L+W+SP	0		0	
		162,309		2,153,226
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	25,862		136,128	
		25,862		136,128
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		137,136	
		0		137,136
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	49,465		68,356	
		49,465		68,356
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	1,298,881		2,631,707	
WINSTON+SELECT	0		0	
WINSTON NAT L	78,727		151,794	
WINSTON SEL L	0		0	
		1,377,608		2,783,501
TOTAL	1,963,159		8,090,642	

2070231703

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		160,798	
GPC+L+M	0		146,442	
		0		307,240
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	9,192		489,367	
KOOL D 100L+UL	0		0	
		9,192		489,367
LUCKY L	60,628		260,752	
LUCKY STRIKE	0		4,279	
LUCKY STRIKE+L	20,884		405,112	
		81,512		670,143
PRIVATE STOCK	0		6,361	
		0		6,361
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	90,704		1,473,111	

2070231704

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997

P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
HARLEY-DAVIDSON	0		0	
HARLEY-DAVDSN+L	0		0	
		0		0
KENT	0		0	
KENT III	0		0	
KENT+GL	0		0	
KENT+III+GL	0		0	
KENT III+100III	0		0	
		0		0
MAVERICK SP	0		0	
		0		0
NEWPORT	1,134		1,134	
NEWPORT L	0		0	
NEWPORT+L	0		0	
NEWPORT L+100L	0		0	
NEWPORT+100	0		0	
		1,134		1,134
N STRIPE L+ML	0		0	
N STRIPE ML+MSL	0		0	
		0		0
OLD GOLD	0		0	
		0		0
STYLE 100L+ML+U	0		0	
STYLE100L+100ML	0		0	
		0		0
TRUE	0		0	
TRUE+M	0		0	
TRUE GOLD	0		0	
TRUE GOLD+100	0		0	
TRUE+TRUE GOLD	0		0	
		0		0
TOTAL	1,134		1,134	

2070231705

**NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997**

Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		0	
DUNHILL MILDS	0		0	
DUNHILL MILDS M	0		0	
		0		0
GUNSMOKE + L	0		0	
		0		0
JACKS	0		0	
		0		0
MERCER	40,489		92,921	
MERCER+L	58,532		415,138	
		99,021		508,059
MERIDIAN100L+ML	0		0	
MERIDIAN100L+UL	0		0	
MERIDIAN 100+ML	0		0	
		0		0
TOTAL	99,021		508,059	

2070231706

LTS, INC.
STORE COUPON REPORT

DECEMBER 1997

BRAND	MFG	SIZE	COLOR	NEWSPAPER	ISSUE	REMARKS	PRICE
ECLIPSE+M	2	*****	BW	LINCOLN JRNL	12/17/97	COUPON IN AD1 \$3 OFF CARTON & \$1 OFF PACK.	5.472

2070231707

EXPENDITURE SUMMARY BY TRADING AREA AND MFR
DECEMBER 1997

TRADING AREA	P. MORRIS	R.J.R.	AMER.	BAW	LOR.	LAM	OTHER	INDUSTRY
BOSTON-1B0	0	39,487	0	0	0	0	0	39,487
N.Y. -1H0	45,744	216,328	0	7,870	0	0	0	269,942
PHILA -110	11,120	71,263	0	0	0	0	0	82,383
BAL.T. -2A0	8,320	55,055	0	0	0	0	0	63,375
WASHDC-2B0	8,646	78,085	0	0	0	0	0	86,731
KNOXVA-2H0	0	3,932	0	0	0	0	0	3,932
NASHVA-210	0	54,940	0	0	0	0	0	54,940
ATLANTA-2J0	0	121,938	0	0	0	0	0	121,938
BIRMING-2K0	0	22,644	0	0	0	0	0	22,644
ORLAND-200	3,714	0	0	0	0	0	0	3,714
TAMPA -2F0	0	34,753	0	0	0	0	0	34,753
MILAMI -2M0	15,914	69,690	0	0	0	0	0	85,604
STLOUS-2A0	0	90,094	0	0	0	0	0	90,094
SPRING-3B0	0	15,010	0	0	0	0	0	15,010
PAIDUCH-3D0	0	7,208	0	0	0	0	0	7,208
MEMPHS-3U0	0	55,728	0	0	0	0	0	55,728
L.ROCK-3F0	0	31,388	0	0	0	0	0	31,388
OMAHA -3J0	0	21,930	0	0	0	0	0	21,930
IAA/FT-3M0	12,836	107,663	0	0	0	0	0	120,499
HOLUSTN-300	10,802	90,370	0	0	0	0	0	101,172
PITTSB-4A0	0	58,819	0	0	0	0	0	58,819
CLEVEL-4B0	0	33,597	0	0	0	0	0	33,597
DETROI-4F0	0	67,815	0	0	0	0	0	67,815
CHIC. -4L0	12,868	87,712	0	1,322	1,134	0	0	103,036
MICH. -4M0	20,660	70,203	0	0	0	0	0	90,863
SEATTLE-5C0	9,432	49,656	0	0	0	0	0	59,088
FORTLIN-5D0	0	20,413	0	0	0	0	99,021	119,434
DEMER-5E0	14,770	52,036	0	0	0	0	0	66,806
PMNY. -5G0	19,242	74,080	0	0	0	0	0	93,322
SF -5I0	21,913	141,501	0	56,882	0	0	0	220,266
LA -5L0	3,581	78,982	0	7,162	0	0	0	89,725
SN 100-5M0	12,889	40,839	0	17,498	0	0	0	71,226
TOTAL	232,451	1,963,159	0	90,704	1,134	0	99,021	2,386,469

2070231708

EXPENDITURES BY TRADING AREA AND MFR
DECEMBER 1997

AREA	NEWSPAPER	P. MORRIS	R.J.R.	AMER.	B&W	LOR.	L&M	OTHER	INDUSTRY
BOSTON-1B0	BOSTON GLOBE	0	39,487	0	0	0	0	0	39,487
N.Y. -1H0	N.Y. PRESS	14,574	28,478	0	0	0	0	0	43,052
	VILLAGE VOICE	31,170	187,850	0	7,870	0	0	0	226,890
PHILA -1I0	PHILA INQUIRER	0	57,850	0	0	0	0	0	57,850
	PHILA WEEKLY	11,120	13,413	0	0	0	0	0	24,533
BALT. -2A0	BALT CITY PAPER	8,320	22,670	0	0	0	0	0	30,990
	BALTIMORE SUN	0	32,385	0	0	0	0	0	32,385
WASHDC-2B0	WASH. POST	0	67,289	0	0	0	0	0	67,289
	WASH CITY PAPER	8,646	10,796	0	0	0	0	0	19,442
KNOXVL-2H0	CHATTA. TIMES	0	3,932	0	0	0	0	0	3,932
NASHVL-2I0	NASH. TENNESSEAN	0	54,940	0	0	0	0	0	54,940
ATLNTA-2J0	ATLANTA CONST.	0	121,938	0	0	0	0	0	121,938
BIRMG-2K0	BIRMINGHAM NEWS	0	17,000	0	0	0	0	0	17,000
	HUNTSVL TIMES	0	5,644	0	0	0	0	0	5,644
ORLAND-200	W. PALM BCH POS	3,714	0	0	0	0	0	0	3,714
TAMPA -2P0	ST. PETE TIMES	0	34,753	0	0	0	0	0	34,753
MIAMI -200	MIAMI HERALD	0	42,636	0	0	0	0	0	42,636
	MIAMI NEW TIMES	15,914	27,054	0	0	0	0	0	42,968
STLOUS-3A0	ST. LOUIS POST	0	90,094	0	0	0	0	0	90,094
SPRINGF-3B0	SPRINGFIELD JRL	0	15,010	0	0	0	0	0	15,010
PADUCH-3C0	PADUCAH SUN	0	7,208	0	0	0	0	0	7,208
MEMPHS-3D0	MEMPHIS APPEAL	0	55,728	0	0	0	0	0	55,728
L.ROCK-3F0	LTL ROCK DEMOC.	0	31,388	0	0	0	0	0	31,388
OMAHA -3J0	LINCOLN JRNL	0	21,930	0	0	0	0	0	21,930
DAL/FT-3N0	DALLAS NEWS	0	44,042	0	0	0	0	0	44,042
	DALLAS OBSERVER	12,836	63,621	0	0	0	0	0	76,457
HOUSTN-300	HOUSTON CHRON.	0	63,588	0	0	0	0	0	63,588
	HOUSTON PRESS	10,802	26,782	0	0	0	0	0	37,584
PITTSB-4A0	PITTSBURGH POST	0	58,819	0	0	0	0	0	58,819
CLEVEL-4B0	CLEVE. DEALER	0	33,597	0	0	0	0	0	33,597

2070231709

EXPENDITURES BY TRADING AREA AND MFR
DECEMBER 1997

AREA	NEWSPAPER	P. MORRIS	R.J.R.	AMER.	B&W	LOR.	L&M	OTHER	INDUSTRY
DETROI-4F0	DETROIT PRESS	0	67,815	0	0	0	0	0	67,815
CHIC. -4L0	GARY CRUSADER	0	0	0	0	1,134	0	0	1,134
	CHICAGO READER	12,868	27,638	0	1,322	0	0	0	41,828
	CHICAGO TRIBUNE	0	60,074	0	0	0	0	0	60,074
MINN. -400	MINN CITY PAGES	20,660	40,591	0	0	0	0	0	61,251
	MINN. TRIBUNE	0	29,612	0	0	0	0	0	29,612
SEATTL-5C0	SEATTLE POST	0	30,594	0	0	0	0	0	30,594
	STRANGER	9,432	19,062	0	0	0	0	0	28,494
PORTLN-5I0	PORT. OREGONIAN	0	20,413	0	0	0	0	99,021	119,434
DENVER-5E0	DENVER POST	0	29,146	0	0	0	0	0	29,146
	DENVER WESTWORD	14,770	22,890	0	0	0	0	0	37,660
PHNX. -5G0	PHNX NEW TIMES	19,242	35,205	0	0	0	0	0	54,447
	PHNX REPUBLIC	0	38,875	0	0	0	0	0	38,875
SF -5I0	METRO	9,025	20,467	0	17,192	0	0	0	46,684
	SF CHRONICLE	0	56,890	0	0	0	0	0	56,890
	S.F. WEEKLY	3,560	29,947	0	3,560	0	0	0	37,067
	SF BAY GUARDIAN	9,329	34,197	0	36,100	0	0	0	79,625
LA -5L0	LA TIMES	0	75,401	0	0	0	0	0	75,401
	L.A. NEW TIMES	3,581	3,581	0	7,162	0	0	0	14,324
SN DGO-5M0	SAN DIEGO READ	12,889	40,839	0	17,498	0	0	0	71,226
TOTAL		232,451	1,963,159	0	90,704	1,134	0	99,021	2,386,469

2070231710

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BOSTON-1B0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	39,487	192,930
TOTAL	39,487	192,930

2070231711

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BOSTON-1B0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	3,949		149,777	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		3,949		149,777
KAMEL RED	0		7,615	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		7,615
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	35,538		35,538	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		35,538		35,538
TOTAL	39,487		192,930	

2070231712

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
N.Y. -1H0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	45,744	648,731
R. J. Reynolds	216,328	1,788,238
Brown & Williamson	7,870	32,060
TOTAL	269,942	2,469,029

2070231713

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
N.Y. -1H0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	45,744		399,591	
MARLBORO L	0		23,498	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		45,744		423,089
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		59,818	
PARLIAMENT ML	0		15,628	
		0		75,446
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		150,196	
		0		150,196
TOTAL	45,744		648,731	

2070231714

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
N.Y. -1H0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	102,090		853,560	
CAMEL ML	0		39,238	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		27,720	
		102,090		920,518
KAMEL RED	3,879		146,900	
CAMEL WIDES	0		0	
KAMEL RED+L	47,108		82,334	
KAMEL RED L	0		31,049	
KAMEL MENTHE	0		189,244	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		50,987	
CAMEL+L+W+SP	0		0	
		50,987		500,514
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		112,596	
		0		112,596
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	49,465		68,356	
		49,465		68,356
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	13,786		186,254	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		13,786		186,254
TOTAL	216,328		1,788,238	

2070231715

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
N.Y. -1HO

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	7,870		32,060	
KOOL D 100L+UL	0		0	
		7,870		32,060
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	7,870		32,060	

2070231716

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHILA -110

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	11,120	168,667
R. J. Reynolds	71,263	197,096
Brown & Williamson	0	42,583
TOTAL	82,383	408,346

2070231717

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHILA -110

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	11,120		99,892	
MARLBORO L	0		6,210	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		11,120		106,102
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		8,366	
PARLIAMENT ML	0		12,420	
		0		20,786
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		41,779	
		0		41,779
TOTAL	11,120		168,667	

2070231718

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHILA -110

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	3,105		5,210	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		3,105		5,210
KAMEL RED	0		17,953	
CAMEL WIDES	0		0	
KAMEL RED+L	0		11,113	
KAMEL RED L	0		6,210	
KAMEL MENTHE	6,210		41,877	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		3,105	
CAMEL+L+W+SP	0		0	
		6,210		80,258
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	61,948		111,628	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		61,948		111,628
TOTAL	71,263		197,096	

2070231719

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHILA -110

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		42,583	
KOOL D 100L+UL	0		0	
		0		42,583
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		42,583	

2070231720

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BALT. -2A0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	8,320	129,396
R. J. Reynolds	55,055	174,175
Brown & Williamson	0	7,265
TOTAL	63,375	310,836

2070231721

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BAL.T. -2A0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	8,320		93,510	
MARLBORO L	0		6,680	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		8,320		100,190
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		29,206	
		0		29,206
TOTAL	8,320		129,396	

2070231722

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BALT. -2A0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	6,680		12,110	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		6,680		12,110
KAMEL RED	0		23,190	
CAMEL WIDES	0		0	
KAMEL RED+L	0		15,850	
KAMEL RED L	0		0	
KAMEL MENTHE	6,680		40,080	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		3,340	
CAMEL+L+W+SP	0		0	
		6,680		82,460
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	41,695		78,435	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		1,170	
WINSTON SEL L	0		0	
		41,695		79,605
TOTAL	55,055		174,175	

2070231723

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
WASHDC-2B0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	8,646	230,912
R. J. Reynolds	78,085	162,644
Brown & Williamson	0	6,131
TOTAL	86,731	399,687

2070231724

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
WASHDC-2B0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		145,554	
		0		145,554
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	8,646		80,506	
MARLBORO L	0		4,852	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		8,646		85,358
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	8,646		230,912	

2070231725

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
WASHDC-2B0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	2,426		19,408	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		2,426		19,408
KAMEL RED	4,852		31,187	
CAMEL WIDES	0		0	
KAMEL RED+L	0		4,852	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		4,852		36,039
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	70,807		107,197	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		70,807		107,197
TOTAL	78,085		162,644	

2070231726

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
WASHDC-2B0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		6,131	
KOOL D 100L+UL	0		0	
		0		6,131
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		6,131	

2070231727

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
KNOXVL-2H0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	3,932	15,913
Brown & Williamson	0	8,259
TOTAL	3,932	24,172

2070231728

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
KNOXVL-2H0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	3,932		15,913	
		3,932		15,913
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	0		0	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		0		0
TOTAL	3,932		15,913	

2070231729

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
KNOXVL-2H0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		6,200	
GPC+L+M	0		2,059	
		0		8,259
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		8,259	

2070231730

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
NASHVL-210

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	33,085
R. J. Reynolds	54,940	96,145
Brown & Williamson	0	24,326
TOTAL	54,940	153,556

2070231731

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
NASHVL-210

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		0	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		0
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		33,085	
		0		33,085
TOTAL	0		33,085	

2070231732

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
NASHVL-210

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	41,205		68,675	
WINSTON+SELECT	0		0	
WINSTON NAT L	13,735		27,470	
WINSTON SEL L	0		0	
		54,940		96,145
TOTAL	54,940		96,145	

2070231733

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
NASHVL-210

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		12,163	
GPC+L+W	0		12,163	
		0		24,326
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		24,326	

2070231734

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ATLNTA-2JO

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	146,375
R. J. Reynolds	121,938	215,568
TOTAL	121,938	361,943

2070231735

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ATLNTA-2JO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		72,114	
		0		72,114
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		12,475	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		12,475
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		61,786	
		0		61,786
TOTAL	0		146,375	

2070231736

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ATLANTA-2JO

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		3,435	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		3,435
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+W	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	121,938		212,133	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		121,938		212,133
TOTAL	121,938		215,568	

2070231736A

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BIRMING-2K0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	22,644	28,288
Brown & Williamson	0	14,948
TOTAL	22,644	43,236

2070231737

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BIRMING-2K0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	14,144		19,788	
WINSTON+SELECT	0		0	
WINSTON NAT L	8,500		8,500	
WINSTON SEL L	0		0	
		22,644		28,288
TOTAL	22,644		28,288	

2070231738

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
BIRMG-2K0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		7,474	
GPC+L+M	0		7,474	
		0		14,948
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		14,948	

2070231739

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ORLAND-200

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	3,714	32,349
Brown & Williamson	0	28,644
TOTAL	3,714	60,993

2070231740

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ORLAND-200

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		8,205	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		8,205
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	3,714		24,144	
		3,714		24,144
TOTAL	3,714		32,349	

2070231741

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
ORLAND-200

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		14,322	
GPC+L+M	0		14,322	
		0		28,644
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		28,644	

2070231742

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
TAMPA -2P0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	162,546
R. J. Reynolds	34,753	34,753
Brown & Williamson	0	30,750
TOTAL	34,753	228,049

2070231743

NEWSPAPER EXPENDITURES BY MFR AND BRAND
 DECEMBER 1997
 TAMPA -2PO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		0	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		0
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		162,546	
		0		162,546
TOTAL	0		162,546	

2070231744

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
TAMPA -2PO

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	34,753		34,753	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		34,753		34,753
TOTAL	34,753		34,753	

2070231745

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
TAMPA -2P0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		15,000	
GPC+L+M	0		15,750	
		0		30,750
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		30,750	

2070231746

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MIAMI -2Q0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	15,914	325,620
R. J. Reynolds	69,690	351,345
Brown & Williamson	0	144,184
TOTAL	85,604	821,149

2070231747

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MIAMI -2Q0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	11,049		271,052	
MARLBORO L	0		4,075	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		11,049		275,127
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	4,865		32,475	
PARLIAMENT ML	0		0	
		4,865		32,475
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		18,018	
		0		18,018
TOTAL	15,914		325,620	

2070231748

NEWSPAPER EXPENDITURES BY MFR AND BRAND

DECEMBER 1997

MIAMI -2Q0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	10,461		146,660	
CAMEL ML	3,487		3,487	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		13,948		150,147
KAMEL RED	4,075		49,253	
CAMEL WIDES	0		0	
KAMEL RED+L	0		22,853	
KAMEL RED L	4,075		4,075	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		8,150		76,181
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	47,592		112,792	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		12,225	
WINSTON SEL L	0		0	
		47,592		125,017
TOTAL	69,690		351,345	

2070231749

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MIAMI -2Q0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		35,603	
GPC+L+M	0		35,257	
		0		70,860
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		73,324	
KOOL D 100L+UL	0		0	
		0		73,324
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		144,184	

2070231750

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
STLOUS-3A0

MANUFACTURER	MONTH	Y-T-D
=====		
Philip Morris, Inc.	0	40,032
R. J. Reynolds	90,094	137,128
Brown & Williamson	0	28,894
TOTAL	90,094	206,054

2070231751

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
STLOUS-3A0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		28,696	
		0		28,696
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		11,336	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		11,336
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	0		40,032	

2070231752

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
STLOUS-3A0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTRE	0		0	
CAMEL SPL	0		0	
KAMEL MENTRE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	74,794		106,528	
WINSTON+SELECT	0		0	
WINSTON NAT L	15,300		30,600	
WINSTON SEL L	0		0	
		90,094		137,128
TOTAL	90,094		137,128	

2070231753

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
STLOUS-3A0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		28,894	
KOOL D 100L+UL	0		0	
		0		28,894
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		28,894	

2070231754

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SPRNGF-3B0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	15,010	26,194
TOTAL	15,010	26,194

2070231755

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SPRNGF-3B0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	11,331		18,836	
WINSTON+SELECT	0		0	
WINSTON NAT L	3,679		7,358	
WINSTON SEL L	0		0	
		15,010		26,194
TOTAL	15,010		26,194	

2070231756

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PADUCH-3C0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	7,208	10,956
TOTAL	7,208	10,956

2070231757

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PADUCH-3C0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	5,406		7,280	
WINSTON+SELECT	0		0	
WINSTON NAT L	1,802		3,676	
WINSTON SEL L	0		0	
		7,208		10,956
TOTAL	7,208		10,956	

2070231758

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MEMPHIS-3D0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	14,245
R. J. Reynolds	55,728	98,118
TOTAL	55,728	112,363

2070231759

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MEMPHIS-3DO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		0	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		0
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		14,245 *	
		0		14,245
TOTAL	0		14,245	

2070231760

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MEMPHIS-3D0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	27,864		56,322	
WINSTON+SELECT	0		0	
WINSTON NAT L	27,864		41,796	
WINSTON SEL L	0		0	
		55,728		98,118
TOTAL	55,728		98,118	

2070231761

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
L. ROCK-3F0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	31,388	54,929
TOTAL	31,388	54,929

2070231762

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
L.ROCK-3F0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	23,541		39,235	
WINSTON+SELECT	0		0	
WINSTON NAT L	7,847		15,694	
WINSTON SEL L	0		0	
		31,388		54,929
TOTAL	31,388		54,929	

2070231763

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
OMAHA -3J0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	21,930	120,215
TOTAL	21,930	120,215

2070231764

NEWSPAPER EXPENDITURES BY MFR AND BRAND
 DECEMBER 1997
 OMAHA -3J0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	21,930		120,215	
		21,930		120,215
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	0		0	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		0		0
TOTAL	21,930		120,215	

2070231765

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DAL/FT-3NO

MANUFACTURER	MONTH	Y-T-D
=====	=====	=====
Philip Morris, Inc.	12,836	430,857
R. J. Reynolds	107,663	444,160
Brown & Williamson	0	4,790
TOTAL	120,499	879,807

2070231766

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DAL/FT-3NO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		118,000	
		0		118,000
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	12,836		146,996	
MARLBORO L	0		9,580	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		12,836		156,576
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		156,281	
		0		156,281
TOTAL	12,836		430,857	

2070231767

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DAL/FT-3NO

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	34,494		173,543	
CAMEL ML	4,790		4,790	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	4,023		32,184	
		43,307		210,517
KAMEL RED	4,790		37,413	
CAMEL WIDES	0		0	
KAMEL RED+L	0		9,580	
KAMEL RED L	0		8,678	
KAMEL MENTHE	9,580		65,716	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		9,580	
CAMEL+L+W+SP	0		0	
		14,370		130,967
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	49,986		102,676	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		49,986		102,676
TOTAL	107,663		444,160	

2070231768

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DAL/FT-3NO

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		4,790	
KOOL D 100L+UL	0		0	
		0		4,790
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		4,790	

2070231769

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
HOUSTN-3Q0

MANUFACTURER	MONTH	Y-T-D
=====	=====	=====
Philip Morris, Inc.	10,802	319,307
R. J. Reynolds	90,370	306,779
Brown & Williamson	0	3,914
TOTAL	101,172	630,000

2070231770

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
HOUSTN-3Q0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		150,465	
		0		150,465
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	10,802		114,355	
MARLBORO L	0		7,828	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		10,802		122,183
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		46,659	
		0		46,659
TOTAL	10,802		319,307	

2070231771

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
HOUSTON-3Q0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	11,066		110,705	
CAMEL ML	3,914		3,914	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	6,888		10,332	
		21,868		124,951
KAMEL RED	0		38,490	
CAMEL WIDES	0		0	
KAMEL RED+L	0		26,941	
KAMEL RED L	0		927	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		66,358
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	68,502		115,470	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		68,502		115,470
TOTAL	90,370		306,779	

2070231772

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
HOUSTON-3Q0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		3,914	
KOOL D 100L+UL	0		0	
		0		3,914
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		3,914	

2070231773

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PITTSB-4A0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	38,641
R. J. Reynolds	58,819	58,819
TOTAL	58,819	97,460

2070231774

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PITTSB-4A0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		0	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		0
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		38,641	
		0		38,641
TOTAL	0		38,641	

2070231775

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PITTSB-4A0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	58,819		58,819	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		58,819		58,819
TOTAL	58,819		58,819	

2070231776

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CLEVEL-4B0

MANUFACTURER	MONTH	Y-T-D
R. J. Reynolds	33,597	33,597
Brown & Williamson	0	34,632
TOTAL	33,597	68,229

2070231777

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CLEVEL-4B0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	33,597		33,597	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		33,597		33,597
TOTAL	33,597		33,597	

2070231778

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CLEVEL-4B0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+WL	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		34,632	
KOOL D 100L+UL	0		0	
		0		34,632
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		34,632	

2070231779

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DETROI-4FO

MANUFACTURER	MONTH	Y-T-D
=====	=====	=====
Philip Morris, Inc.	0	337,364
R. J. Reynolds	67,815	67,815
Brown & Williamson	0	76,470
TOTAL	67,815	481,649

2070231780

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DETROI-4FO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		217,935	
		0		217,935
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		85,914	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		85,914
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		33,515	
		0		33,515
TOTAL	0		337,364	

2070231781

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DETROI-4FO

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	67,815		67,815	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		67,815		67,815
TOTAL	67,815		67,815	

2070231782

NEWSPAPER EXPENDITURES BY MFR AND BRAND

DECEMBER 1997

DETROI-4FO

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		76,470	
KOOL D 100L+UL	0		0	
		0		76,470
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		76,470	

2070231783

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CHIC. -4L0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	12,868	224,513
R. J. Reynolds	87,712	373,276
Brown & Williamson	1,322	11,331
P. Lorillard	1,134	1,134
TOTAL	103,036	610,254

2070231784

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CHIC. -4LO

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		53,580	
		0		53,580
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	12,868		103,534	
MARLBORO L	0		3,682	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		12,868		107,216
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		63,717	
		0		63,717
TOTAL	12,868		224,513	

2070231785

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CHIC. -4L0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	15,682		130,125	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		2,752	
		15,682		132,877
KAMEL RED	6,784		52,873	
CAMEL WIDES	0		0	
KAMEL RED+L	0		51,748	
KAMEL RED L	0		3,682	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		6,784		108,303
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		18,774	
		0		18,774
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	65,246		110,017	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		3,305	
WINSTON SEL L	0		0	
		65,246		113,322
TOTAL	87,712		373,276	

2070231786

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
CHIC. -4L0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	1,322		11,331	
KOOL D 100L+UL	0		0	
		1,322		11,331
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	1,322		11,331	

2070231787

NEWSPAPER EXPENDITURES BY MFR AND BRAND

DECEMBER 1997

CHIC. -4L0

P. Lorillard

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
HARLEY-DAVIDSON	0		0	
HARLEY-DAVDSN+L	0		0	
		0		0
KENT	0		0	
KENT III	0		0	
KENT+GL	0		0	
KENT+III+GL	0		0	
KENT III+100III	0		0	
		0		0
MAVERICK SP	0		0	
		0		0
NEWPORT	1,134		1,134	
NEWPORT L	0		0	
NEWPORT+L	0		0	
NEWPORT L+100L	0		0	
NEWPORT+100	0		0	
		1,134		1,134
N STRIPE L+ML	0		0	
N STRIPE ML+MSL	0		0	
		0		0
OLD GOLD	0		0	
		0		0
STYLE 100L+ML+U	0		0	
STYLE100L+100ML	0		0	
		0		0
TRUE	0		0	
TRUE+M	0		0	
TRUE GOLD	0		0	
TRUE GOLD+100	0		0	
TRUE+TRUE GOLD	0		0	
		0		0
TOTAL	1,134		1,134	

2070231788

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MINN.K-400

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	20,660	162,574
R. J. Reynolds	70,203	338,418
Brown & Williamson	0	6,483
TOTAL	90,863	507,475

2070231789

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MINN.K-400

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	20,660		153,710	
MARLBORO L	0		8,864	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		20,660		162,574
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	20,660		162,574	

2070231790

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MINN.K-400

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	19,810		115,711	
CAMEL ML	4,432		4,432	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		40,502	
		24,242		160,645
KAMEL RED	8,864		50,086	
CAMEL WIDES	0		0	
KAMEL RED+L	0		19,678	
KAMEL RED L	1,083		1,083	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		9,947		70,847
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	36,014		106,926	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		36,014		106,926
TOTAL	70,203		338,418	

2070231791

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
MINN.K-400

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		6,483	
KOOL D 100L+UL	0		0	
		0		6,483
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		6,483	

2070231792

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SEATTL-5CO

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	9,432	84,304
R. J. Reynolds	49,656	225,087
TOTAL	59,088	309,391

2070231793

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SEATTL-5C0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	9,432		82,034	
MARLBORO L	0		2,270	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		9,432		84,304
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	9,432		84,304	

2070231794

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SEATTLE-5C0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	13,988		88,516	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		1,920	
		13,988		90,436
KAMEL RED	2,270		14,542	
CAMEL WIDES	0		0	
KAMEL RED+L	0		2,270	
KAMEL RED L	0		5,501	
KAMEL MENTHE	0		34,584	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		2,270	
CAMEL+L+W+SP	0		0	
		2,270		59,167
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		5,766	
		0		5,766
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	33,398		69,718	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		33,398		69,718
TOTAL	49,656		225,087	

2070231795

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PORTLN-5D0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	0	7,237
R. J. Reynolds	20,413	20,413
Brown & Williamson	0	11,767
Other	99,021	508,059
TOTAL	119,434	547,476

2070231796

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PORTLN-5D0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	0		7,237	
MARLBORO L	0		0	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		0		7,237
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	0		7,237	

2070231797

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PORTLN-5D0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		0	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		0		0
KAMEL RED	0		0	
CAMEL WIDES	0		0	
KAMEL RED+L	0		0	
KAMEL RED L	0		0	
KAMEL MENTHE	0		0	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		0		0
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	20,413		20,413	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		20,413		20,413
TOTAL	20,413		20,413	

2070231798

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PORTLN-5D0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		11,767	
KOOL D 100L+UL	0		0	
		0		11,767
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		11,767	

2070231799

**NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PORTLN-5D0**

Other

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
DUNHILL	0		0	
DUNHILL MILDS	0		0	
DUNHILL MILDS M	0		0	
		0		0
GUNSMOKE + L	0		0	
		0		0
JACKS	0		0	
		0		0
MERCER	40,489		92,921	
MERCER+L	58,532		415,138	
		99,021		508,059
MERIDIAN100L+ML	0		0	
MERIDIAN100L+UL	0		0	
MERIDIAN 100+ML	0		0	
		0		0
TOTAL	99,021		508,059	

2070231800

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DENVER-5EO

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	14,770	166,909
R. J. Reynolds	52,036	339,816
Brown & Williamson	0	8,695
TOTAL	66,806	515,420

2070231801

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DENVER-5E0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	14,770		158,979	
MARLBORO L	0		7,930	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		14,770		166,909
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	14,770		166,909	

2070231802

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DENVER-5EO

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	14,115		134,575	
CAMEL ML	0		0	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		6,840	
		14,115		141,415
KAMEL RED	3,965		30,350	
CAMEL WIDES	0		0	
KAMEL RED+L	0		12,740	
KAMEL RED L	0		12,660	
KAMEL MENTHE	0		41,290	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		7,930	
CAMEL+L+W+SP	0		0	
		3,965		104,970
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	33,956		93,431	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		33,956		93,431
TOTAL	52,036		339,816	

2070231803

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
DENVER-5EO

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		8,695	
KOOL D 100L+UL	0		0	
		0		8,695
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		8,695	

2070231804

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHNX. -5G0

MANUFACTURER	MONTH	Y-T-D
=====	=====	=====
Philip Morris, Inc.	19,242	188,670
R. J. Reynolds	74,080	483,062
Brown & Williamson	0	1,011
TOTAL	93,322	672,743

2070231805

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHNX. -5G0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	19,242		178,282	
MARLBORO L	0		10,388	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		19,242		188,670
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	19,242		188,670	

2070231806

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHNX. -5G0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	18,475		199,286	
CAMEL ML	5,194		5,194	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		23,669		204,480
KAMEL RED	0		49,417	
CAMEL WIDES	0		0	
KAMEL RED+L	0		22,934	
KAMEL RED L	5,194		10,388	
KAMEL MENTHE	0		62,328	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		5,194	
CAMEL+L+W+SP	0		0	
		5,194		150,261
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	45,217		128,321	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		45,217		128,321
TOTAL	74,080		483,062	

2070231807

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
PHNX. -5G0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		1,011	
KOOL D 100L+UL	0		0	
		0		1,011
LUCKY L	0		0	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	0		0	
		0		0
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	0		1,011	

2070231808

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SF -510

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	21,913	280,987
R. J. Reynolds	141,501	771,782
Brown & Williamson	56,852	542,255
TOTAL	220,266	1,595,024

2070231809

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SF -510

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	21,913		259,734	
MARLBORO L	0		21,253	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		21,913		280,987
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		0	
		0		0
TOTAL	21,913		280,987	

2070231810

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SF -510

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	20,231		147,180	
CAMEL ML	14,133		20,968	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		8,211	
		34,364		176,359
KAMEL RED	8,989		98,946	
CAMEL WIDES	0		0	
KAMEL RED+L	0		57,041	
KAMEL RED L	3,275		18,917	
KAMEL MENTHE	24,528		179,383	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		16,717	
CAMEL+L+W+SP	0		0	
		36,792		371,004
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	70,345		224,419	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		70,345		224,419
TOTAL	141,501		771,782	

2070231811

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SF -510

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		15,133	
KOOL D 100L+UL	0		0	
		0		15,133
LUCKY L	53,292		182,610	
LUCKY STRIKE	0		2,376	
LUCKY STRIKE+L	3,560		342,136	
		56,852		527,122
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	56,852		542,255	

2070231812

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
LA -5LO

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	3,581	904,666
R. J. Reynolds	78,982	358,276
Brown & Williamson	7,162	143,957
TOTAL	89,725	1,406,899

2070231813

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
LA -5L0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		215,750	
		0		215,750
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	3,581		675,768	
MARLBORO L	0		7,162	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		3,581		682,930
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		5,986	
		0		5,986
TOTAL	3,581		904,666	

2070231814

NEWSPAPER EXPENDITURES BY MFR AND BRAND

DECEMBER 1997

LA -5L0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	0		126,760	
CAMEL ML	3,581		7,162	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		19,710	
		3,581		153,632
KAMEL RED	0		35,231	
CAMEL WIDES	0		0	
KAMEL RED+L	0		13,505	
KAMEL RED L	0		10,951	
KAMEL MENTHE	0		44,489	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		3,581	
CAMEL+L+W+SP	0		0	
		0		107,757
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	75,401		96,887	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		75,401		96,887
TOTAL	78,982		358,276	

2070231815

NEWSPAPER EXPENDITURES BY MFR AND BRAND

DECEMBER 1997

LA -510

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		86,661	
KOOL D 100L+UL	0		0	
		0		86,661
LUCKY L	0		35,810	
LUCKY STRIKE	0		0	
LUCKY STRIKE+L	7,162		21,486	
		7,162		57,296
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	7,162		143,957	

2070231816

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SN DGO-5M0

MANUFACTURER	MONTH	Y-T-D
Philip Morris, Inc.	12,889	223,599
R. J. Reynolds	40,839	383,896
Brown & Williamson	17,498	85,725
TOTAL	71,226	693,220

2070231817

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SN DGO-5M0

Philip Morris, Inc.

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
B&H+M	0		0	
B+H L	0		0	
B&H L+ML	0		0	
B+H	0		0	
B&H ML	0		0	
B&H UL	0		0	
B&H M	0		0	
		0		0
B&H ML+MUL	0		0	
		0		0
BUCKS	0		0	
BUCKS+L	0		0	
		0		0
CAMBRIDGE	0		0	
CAMBRIDGE L	0		0	
		0		0
CARTIER VENDOME	0		0	
		0		0
DAVE'S	0		0	
		0		0
MARLBORO	12,889		184,425	
MARLBORO L	0		10,162	
MARLBORO UL	0		0	
MARLBORO MEDIUM	0		0	
		12,889		194,587
MARLBORO L+100L	0		0	
MARLBORO+L+M	0		0	
		0		0
MERIT	0		0	
MERIT UL	0		0	
		0		0
MERIT ULTIMA	0		0	
		0		0
PARLIAMENT L	0		0	
PARLIAMENT ML	0		0	
		0		0
PLAYER'S NAVY	0		0	
		0		0
PM FAMILY	0		0	
		0		0
V SLIMS	0		0	
V SLIMS L	0		29,012	
		0		29,012
TOTAL	12,889		223,599	

2070231818

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SN DGO-5M0

R. J. Reynolds

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
CAMEL	0		0	
CAMEL L	15,820		149,768	
CAMEL ML	5,081		5,081	
CAMEL+L	0		0	
CAMEL 100	0		0	
CAMEL L+RED L	0		0	
		20,901		154,849
KAMEL RED	5,081		39,215	
CAMEL WIDES	0		0	
KAMEL RED+L	0		29,073	
KAMEL RED L	1,027		19,062	
KAMEL MENTHE	0		66,895	
CAMEL SPL	0		0	
KAMEL MENTHE L	0		0	
CAMEL+L+W+SP	0		0	
		6,108		154,245
CAROLINA GOLD	0		0	
		0		0
DORAL L	0		0	
DORAL	0		0	
		0		0
ECLIPSE	0		0	
ECLIPSE+M	0		0	
		0		0
HOGSHEAD WIDES	0		0	
		0		0
MOONLIGHT CORP	0		0	
		0		0
MORE	0		0	
		0		0
NOW	0		0	
NOW 100	0		0	
		0		0
SALEM	0		0	
		0		0
VANTAGE	0		0	
		0		0
WINSTON	0		0	
WINSTON L	0		0	
		0		0
WINSTON SELECT	0		0	
WINSTON NATURAL	13,830		74,802	
WINSTON+SELECT	0		0	
WINSTON NAT L	0		0	
WINSTON SEL L	0		0	
		13,830		74,802
TOTAL	40,839		383,896	

2070231819

NEWSPAPER EXPENDITURES BY MFR AND BRAND
DECEMBER 1997
SN DGO-5M0

Brown & Williamson

BRAND	THIS MONTH	SUB-TOT	Y-T-D	SUB-TOT
BARCLAY L	0		0	
BARCLAY L+ML	0		0	
BARCLAY 100	0		0	
		0		0
BELAIR+100L	0		0	
BELAIR	0		0	
		0		0
CAPRI 100	0		0	
CAPRI 100M	0		0	
CAPRI 100+100M	0		0	
CAPRI 120	0		0	
CAPRI 120+120M	0		0	
		0		0
CARLTON	0		0	
		0		0
GPC	0		0	
GPC + L	0		0	
GPC+L+M	0		0	
		0		0
KOOL MILDS	0		0	
KOOL MILDS 100	0		0	
KOOL	0		0	
KOOL D 100L+UL	0		0	
		0		0
LUCKY L	7,336		42,332	
LUCKY STRIKE	0		1,903	
LUCKY STRIKE+L	10,162		41,490	
		17,498		85,725
PRIVATE STOCK	0		0	
		0		0
RALEIGH/BELAIR	0		0	
RALEIGH EXTRA	0		0	
		0		0
RICHLAND 25	0		0	
RICHLAND 25 100M	0		0	
RICH 25+25 100L	0		0	
		0		0
VICEROY	0		0	
VICEROY+100L	0		0	
		0		0
MONTCLAIR	0		0	
		0		0
B&W FAMILY	0		0	
		0		0
TOTAL	17,498		85,725	

2070231820